Canadian Radio-television and Telecommunications Commission
Conseil de la radiodiffusion et des télécommunications canadiennes
Canada

News Release

August 21, 1995

CRTC ASKS PUBLIC FOR ADVICE ON NEW RULES FOR ALCOHOL ADVERTISING

OTTAWA/HULL - The CRTC today called for public comment on a proposed revised code for alcoholic beverage advertising and various related issues. These include the possible removal of pre-clearance requirements from the regulations or, alternatively, the transfer of the responsibility for the pre-clearance function to the Canadian Advertising Foundation. The Commission has also proposed the introduction of requirements for the broadcasting of educational messages about the effects of excessive alcohol consumption (Public Notice CRTC 95-142).

The CRTC has reviewed the specific wording of its existing *Code for Broadcast Advertising of Alcoholic Beverages* to address a number of concerns that have been noted over the years. The proposed revisions are designed to tighten up provisions relating to, among other things, lifestyle advertising and the use of youth symbols and role models for youth.

"Compliance with the Code will continue to be required by regulation, but we are not convinced that pre-clearance of ads by the Commission remains necessary," CRTC Chairman Keith Spicer said. "To ensure that audiences are exposed to a balanced range of viewpoints relating to the consumption of alcoholic beverages, we also propose that radio and television licensees who broadcast alcohol advertising be required to air educational messages about the dangers of excessive alcohol consumption," he added. "Canada, like many countries, has long recognized that alcohol advertising calls for regulation because of the serious health and social consequences associated with excessive consumption of alcohol, such as drunk driving and family violence."

Today's public notice follows a Federal Court ruling that the CRTC's television regulation prohibiting the broadcast advertising of spirits-based beverages containing more than 7% alcohol by volume, while allowing restricted broadcast advertising of other alcoholic beverages, some of which have a higher concentration of alcohol, was invalid.

The Commission also welcomes any other comments or suggestions related to alcohol advertising. All submissions will form part of the public record of the proceeding. Anyone wishing to comment on these issues may write to the CRTC's Secretary General, Ottawa, Ontario K1A 0N2. Deadline for submitting comments is November 20, 1995.

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Contact: CRTC Public Affairs, Ottawa, Ontario, K1A 0N2
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Copies of today's public notice are available through our Internet home page (http://www.crtc.gc.ca) or in the public examination room at any of the following CRTC offices:

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